

In the Specification

Please replace the paragraph that begins on Page 2, line 20 and carries over to Page 3, line 17 with the following marked-up replacement paragraph:

-- In the near future, this type of on-line shopping or electronic commerce is expected to be extended to viewers of television programs. The shopping functionality may be provided in a specially-enhanced television set, in a set-top box, or in other similar mechanisms which allow the television viewer to interact with a merchant's advertisement - for example, by using a browser-like function and a pointing device to indicate that the viewer would like to purchase a particular item. The interactive nature of the advertisements presented on television programs will then enable merchandising transactions to take on [[an]] the same instantaneous character that the consumer has become accustomed to in the Internet environment. ("Set-top box" refers to commercially-available devices that, among other functions, enable a television set to function as a TV viewer's interface to the Internet. A set-top box typically contains software analogous to the Web browser software with which a computer user connects to, and interacts with, the Internet.) When on-line shopping moves to the television environment, however, there is no existing technique for the television operators to obtain revenues from this new shopping paradigm - even though a business agreement to this effect may be reached by the parties involved. The merchandising in the new on-line television shopping environment will occur between the viewer/consumer and the merchant as a series of electronic messages. Absent any special technical arrangement, these message exchanges may be transparent to the television system operator. (This transparency is particularly evident if payments for selected items are handled using forms-based credit card messages, as a "form" in this sense is a general-purpose

electronic message which does not identify or distinguish a payment form from any other type of forms-based message, such as a mere inquiry or inquiry response form.) --

Please replace the paragraph that begins on Page 27, line 20 and carries over to Page 28, line 2 with the following marked-up replacement paragraph:

-- The technique of the present invention may also be used with television programs which have been recorded, and are being viewed sometime after the original broadcast by a consumer using a VCR or other device. The advertisements or other inducements for a consumer to make an interactive TV commerce purchase are then displayed from this recorded information. Even though the viewing is delayed compared to the actual broadcast, the TV commerce context information related to the time and date of broadcast may be captured if the consumer is using a digital VCR. --